AMAZING MAIZIE

HATCHES THE GREAT LIPSTICK PLOT

AN ADVERTISEMENT BY THE FORHAN COMPANY

I'LL BE RIGHT OVER TO CALL FOR YOU. MIND IF I HAVE MY SISTER ALONG?
OH! MARY'S GOING WITH US AGAIN. — ALL RIGHT, I'LL BE READY.
WHAT IS THE MATTER WITH MARY? NOBODY EVER ASKS HER ANYWHERE. I'M TIRED OF HAVING HER ALWAYS WITH JOHNNY AND ME! I'M GOING TO GET HER A MAN OF HER OWN!
SAY, MAIZIE, YOU HAVE A PRETTY MOUTH! NEVER NOTICED BEFORE HOW PRETTY IT IS!
NEW LIPSTICK, JOHNNY-BEST I EVER OWNED -AND IT COST ME NOTHING!
LOOK AT IT — IS'NT THE CASE LOVELY?
SWELL! I'M NO JUDGE OF LIPSTICK CASES - BUT THE COLOR OF YOUR LIPS IS EX-QUIS-ITE!
I THINK I KNOW WHY MEN DON'T NOTICE MARY. HER FACE IS UNINTERESTING. I KNOW WHAT SHE NEEDS! SOME OF THIS LIPSTICK!
I'M WILD ABOUT THIS NEW LIPSTICK, MARY. DON'T YOU EVER USE A LIPSTICK? TRY MINE.
DOESN'T IT MAKE A DIFFERENCE? WHERE DID YOU GET IT? IT'S WONDERFUL!
I GOT THIS FREE DARLING, FREE! ALL YOU NEED TO DO IS MAIL IN A FORHAN'S TOOTHPASTE CARTON TO THE FORHAN COMPANY AND THEY WILL SEND YOU A PERFECTLY GRAND LIPSTICK. THE TOOTHPASTE IS WONDERFUL TOO. IT'S SPECIALLY GOOD FOR THE GUMS.
WELL, I HAVE TO BUY, TOOTHPASTE ANYWAY - ME FOR FORHAN'S -AND A LIPSTICK
MARY! YOU LOOK SUPERB TONIGHT
MARY, HOW ABOUT THE NEXT DANCE?
HOORAY!
MARY - WILL YOU LET ME TAKE YOU HOME?
MAYBE YOU WON'T LIKE A PLOTTING WOMAN LIKE ME, JOHNNY. BUT YOU AND I DON'T WANT MARY WITH US ALL THE TIME. SO I MADE HER BRIGHTEN UP HER FACE WITH MY NEW LIPSTICK. DID YOU NOTICE THE WAY THE MEN RESPONDED?
MAIZIE, YOU'RE AMAZING. DOES THAT LIPSTICK SMEAR AND COME OFF? NO - NOT AT ALL, YOU SAY? WELL - I THINK I'LL FIND OUT FOR MYSELF!

SEND EMPTY CARTON

[Must be large size package]

Buy a tube of *Forhan's* today and get a valuable lipstick free. You must know that Forhan's is as fine a toothpaste as you can buy. It is *more* than a toothpaste. It not only whitens and polishes the teeth but it helps the gums as well. Forhan's Toothpaste was originated by Dr. R. J. Forhan, the famous dental specialist.

SPECIAL OFFER TO WOMEN: Send to the Forhan Company the empty carton from a large size tube of Forhan's before April 1st. (This offer naturally cannot be made for the small package.) You will receive in return the most satisfactory lipstick you ever used in your life, in a case both smart and charming. (See details at right.) Forhan guarantees your satisfaction. Your teeth whitened by Forhan's, and the beauty of your lips accentuated by this superb lipstick! What a winning combination! This offer is made to acquaint more people with Forhan's and may never be repeated.

Forhan's

Get Lipstick FREE

FULL SIZE! INDELIBLE! WATERPROOF!

Choose your shade. [*Actual Size*]

No offer like this ever before!

LIGHT This bright shade is for complexions from fair to medium. Comes in a case of Chinese Red.

RASPBERRY This shade is right for more vivid coloring. Excellent for everyone in the evening. Case is Orange.

MEDIUM For complexions ranging from medium to dark. This is a rich shade. The case is Jade Green.

MAKE no mistake. These are *full size* lipsticks of the regular 75¢-to-$1.00 quality. Unusually smooth texture. Indelible, waterproof, and lasting. Popular shades. Beautiful cases in rich, vivid colorings.

Check shade in coupon and mail, with one large Forhan's Toothpaste carton and 3¢ stamp to cover mailing. If you want a second lipstick or a friend wants one, don't worry about coupon. Just send extra carton and 3¢ stamp for each, giving name and address and specifying shade. *Act right away.* Offer good only until April 1st.

Send 3¢ stamp towards cost of packing and mailing

FORHAN COMPANY, Chrysler Bldg., New York, N. Y.

Enclosed you will find a Forhan's carton, and a 3¢ stamp toward the cost of packing and mailing. Please send me lipstick in the shade checked below:

( ) Light ( ) Raspberry ( ) Medium

(Please print name and address)

Name.....

Address.....

City.....State.....

The coupon is not necessary. It is for your convenience only. If you prefer you may write name and address on inside of carton.